

MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
TELECOMMUNICATIONS ADVISORY GROUP

September 13, 2001
MAG Office
302 North First Avenue
Phoenix, Arizona

MEMBERS ATTENDING

**Jim Hull, Mesa, Chair
**Tim Greene¹, Avondale
*Betsy Wise¹, Carefree
*Mark Brenneman, Chandler
*Peter Putterman¹, Fountain Hills
**Shawn Woolley², Gilbert
*Jerry Wightman, Glendale
**John Imig¹, Goodyear
*Lynn Dunn¹, Litchfield Park
Cary Parker¹, Maricopa County

*Duncan Miller¹, Paradise Valley
**Jim Labita¹ for Sandy Teetsel, Peoria
Greg Binder, Phoenix
**Debbie Kohn for Kevin Sonoda, Scottsdale
*John Laue¹, Tempe
*Rosemarie Martinez-Booth¹ for Ralph Velez,
Tolleson
Derek Rushing, ADOT
Randi Alcott¹, RPTA

*Members neither present nor represented by proxy.

OTHERS PRESENT

Mark Goldstein, IRC
Elaine Trammell, MAG
Heidi Pahl¹, MAG

Audrey Skidmore, MAG
Rita Walton, MAG
Kent Bowers, Norstan
Steve Brodsky, RW Beck

**Participated via telephone conference call.

- 1 Site Coordinator
- 2 Site Backup Coordinator

1. Call to Order

The meeting was called to order at 10:08 a.m. by Acting Chair, Greg Binder. Voting members: Tim Greene, Jim Hull, John Imig, Debbie Kohn, Jim Labita, and Shawn Woolley attended via telephone conference call.

2. Approval of July 26, 2001 Meeting Minutes

Mark Goldstein noted that he would like the minutes to reflect that he was in attendance at the last MAGTAG meeting. It was moved by Cary Parker seconded by John Imig and unanimously recommended to approve the July 26, 2001 meeting minutes as amended.

3. Update and Prioritization of Projects for Regional Federal Funding: Draft FY 2003-2007 Transportation Improvement Program (TIP)

Rita Walton gave an update on the two submittals of MAGTAG projects for FY 2007. She noted that these projects are the Electronic Village and Hub Site Support for Videoconferencing. Ms. Walton notified the committee that the due date has been extended to Friday, September 21 for the TIP projects.

Debbie Kohn asked if MAGTAG could have an update or presentation by Central Arizona Electronic Village Coalition (CAEV) on the Electronic Village at the next MAGTAG meeting. Greg Binder agreed to set up an update on the E-Village Project for the next meeting.

4. Arizona Telecommunications Directory

Mark Goldstein gave a demonstration of the Arizona Telecom Directory at <http://www.ArizonaTele.com/>. He said it is an online public portal for finding telecommunication services and providers and will be launched the end of the month. Mr. Goldstein mentioned that the service is free to vendors and to users. He noted that additional sponsors are needed. He commented that currently 130 companies are listed in the database and they are interviewing another 30 companies. Mr. Goldstein also mentioned that since the website is not complete, some of the data may be inaccurate or incomplete at this time. He noted that he is looking for ongoing feedback on the accuracy of the data.

Randi Alcott commented that the web site should be simplified and a glossary page should be added to enable the general public to more easily utilize this great service.

Greg Binder thanked Mark Goldstein for an excellent demonstration of the ArizonaTele.com web site.

5. E-Government Working Group and Forum

Greg Binder, Chair of the E-Government working group provided a brief update on the E-Government Forum. He stated that the date of the Forum is October 18, 2001 from 8:00 a.m. to noon and will be held in the MAG Saguaro room. He explained that the Forum will have three components: a keynote address, panel discussion on E-Government, and a panel discussion on E-Privacy. Mr. Binder noted that he needs one or two panelists for the E-Privacy session and is looking for a keynote speaker.

Heidi Pahl suggested contacting Representative Wes March as a keynote speaker. Mark Goldstein supplied contact information of two potential panelists for the E-Privacy session.

Greg Binder said that the target audience is member agency staff. Mr. Binder noted that MAG staff will market the E-Government Forum to the target audience and prepare the Saguaro room for the forum.

Mark Goldstein asked if the working group would like the E-Government Forum to be advertised on the Arizona Telecommunications and Information Council (ATIC) monthly email. Rita Walton said that the Saguaro room can accommodate about 75 people and mentioned that MAG may need to do an RSVP for the forum.

Randi Alcott suggested that the list of those who should attend should be listed on the forum flyer. Jim Hull mentioned that he was inviting Public Information Officers, Library staff, a city-wide steering team called E-Mesa and the security staff from the City of Mesa. Rita Walton asked committee members to think about who they would invite and give mailing information to MAG.

Jim Hull thanked Greg Binder for his hard work in planning the E-Government Forum.

6. Outstanding MAGTAG Projects

Rita Walton mentioned that MAG is going to hire a Telecommunications Associate to project manage the Telecommunications Strategic Plan and the Regional Community Wide Area Network Study. The associate will also provide assistance with additional videoconferencing sites, outreach to underserved populations and Regional Connections.

Randi Alcott asked when the solicitation for the Telecommunications Associate was released. Rita Walton replied two weeks ago. Greg Binder asked where the solicitation was advertised. Rita Walton responded in the papers and on the MAG web site.

Debbie Kohn asked for clarification on the Regional Community Wide Area Network Study update. Rita Walton replied that an update on the Regional Community Wide Area Network Study would not be given at today's meeting.

7. MAG Regional Videoconferencing System (RVS) Update

Kent Bowers gave an update on the Regional Videoconferencing System Project. Cary Parker asked if Train the Trainer classes were being held. Heidi Pahl responded that the Train the Trainer classes have been cancelled and Norstan will be offering advanced end user training classes after system acceptance. Ms. Pahl added that MAG staff will be conducting training upon completion of Norstan's classes.

Jim Hull asked when the last 5% of the project will be complete. Kent Bowers responded within

the next 30 days. Mr. Hull asked what is outstanding with the Saguaro room. Mr. Bowers responded that the room is virtually complete and that he is waiting for an engraved tablet for the Crestron remote control unit.

Rita Walton stated that the reason system acceptance has not begun at the end sites is because Norstan and MAG are ironing out the kinks of system acceptance using the MAG site first, assuming this will save everyone time in the long run.

8. Videoconferencing Educational Session

Heidi Pahl noted that, at the request of the MAGTAG, a videoconferencing educational session is being added to the monthly MAGTAG agenda. Ms. Pahl stated that the first educational session is reviewing the policies and procedures forms. She reminded the TAG that they created the forms and the policies and procedures document and would be the committee people looked to, to follow the policies and procedures. She noted that the forms have been revised slightly to their advantage as there is less notice needed to schedule a multipoint videoconference.

9. Marketing Working Group

Debbie Kohn gave a brief update on the activities that the marketing working group completed. For example, the MAGTAG celebration, the MAG Forum - Best Practices for Marketing Videoconferencing, committee demonstrations to MAG Management Committee, MAG Regional Council and Building Codes committee. She noted that the group will focus on future committee demonstrations, the media event, IPG conference and the possibility of getting on the League of Arizona Cities and Towns fall conference agenda.

Debbie Kohn noted that the marketing working group is currently working on a videoconferencing participant survey and one page cheat sheet for making a videoconference call.

Heidi Pahl added that this month she is scheduled to give a videoconference presentation using the technology to the MAG Population Technical Advisory committee, to Queen Creek at their monthly staff meeting and to the City of Phoenix Public Information Department. Ms. Pahl said she would be willing to give a videoconferencing demonstration to any MAG member agency upon request.

10. Western States Intermodal Planning Group Annual Conference (IPG)

Heidi Pahl explained that MAG is hosting the annual Western States IPG conference this year. She explained the meaning of IPG. Ms. Pahl noted that on the last day of the conference there is a session called, "Connecting to the Regional Community" which will give MAG the opportunity to showcase the videoconferencing system. She added that two exceptional panelists have been asked to speak at this session, Emil Wang and Andrew Davis. Ms. Pahl gave the bios for each panelist.

11. Valley Telework Project

Randi Alcott gave an update on the Valley Telework Project. She distributed press articles on Telework that were published in the Business Journal, Peoria Times and the Arizona Republic. Ms. Alcott also distributed the Fall issue of the E-workwire newsletter. She mentioned that she was pleased with the City of Mesa's efforts in telework and would like to extend the invitation to other MAG member agencies to sign up for the Valley Telework Project. Ms. Alcott noted that the Valley Telework Project applications due date of September 14, 2001 would most likely be extended. She brought a copy of the revised telework training manual to the meeting for TAG members to review.

12. Announcements and Public Input

Mark Goldstein made three announcements. Mr. Goldstein stated that the next Arizona Telecommunications and Information Council (ATIC) Public Meeting will be held on Thursday, September 20, 2001 at 1:30-3:30 PM as a free Phoenix and Tucson teleconference. He said that the Phoenix teleconference site is at Rio Salado Community College in Tempe. He noted that the featured speaker is Teresa Wahlert, Vice President for Qwest in Arizona who will talk about Qwest plans for the Arizona region and the outlook for technology and telecom developments. He said that ATIC will also present the Arizona Telecom Directory (ATD - <http://www.ArizonaTele.com/>), and mini-briefings on Arizona telecom policy issues and regional activities as we head into the fall legislative season.

Mark Goldstein announced that September 11 and September 12 between 5:00 and 7:00 p.m. each evening - Global Arizona E-Learning (GAZEL - <http://www.gazel.org/>), a non-profit thought leadership and business development center for companies focused on e-learning, will hold a 21st century distributed networking event in both Tucson and Phoenix.

Last, Mr. Goldstein announced that telecommunications is the theme for the Arizona Association for Economic Development (AAED)'s Annual Fall Conference September 26-28. He said that a 21-member committee is hard at work planning the conference, titled "Growing Arizona's Economy in a Networked World." The committee includes AAED members, technology industry experts and professionals from technology-based organizations. The group's goal is to make sure conference participants come away with a better understanding of how telecommunications and technology are shaping Arizona's economic future. He noted that a special feature of this conference will be an in-depth seminar, "Telecommunications for Beginners," on the morning of Wednesday, September 26.

13. Suggested Agenda Topics for Next Meeting

Heidi Pahl reviewed the agenda items for next meeting. Audrey Skidmore noted that an update on the Electronic Village would be given at the next MAGTAG meeting at the request of TAG members.

14. Date of Next Meetings

The next meeting of the MAGTAG will be held October 25, 2001 from 10:00 a.m. to noon.

The meeting adjourned at 11:45 a.m.